Rep Order# 9796738 Status Revised Traffic Order# 50326 Printed: 08/17/2012 1:12 PM 1 of 3 Ver# 3 EC'd Yes

Last Received: 08/17/2012 12:53 PM Showing Buylines: All Rep & Sta Revised Lines

Station EKRC-TV CINCINNATI, OH ) NATIONAL MEDIA RESEARCH PLANNING Rep Firm Agency (

Advertiser ) POLITICAL ISSUE GROU 815 SLATERS LANE Sales Office ( ) WASHINGTON

ALEXANDRIA, VA 22314 Product RNC Salesperson ( ) ALEXANDRA BRADLEY Agency C/P1/P2/E 20/445/3037 Estimate# 3037

Flight Dates Buyer Tracey Robinson 08/18/2012 - 08/24/2012 Salesperson Phone# 202-955-5342 Hiatus Weeks Salesperson FAX# 202-955-5348

Phone# Fax#

#### --- CONTRACT COMMENT ---

217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

### --- REMARKS ---

REVISED TIME PERIODS. PLS CNF

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
 Rating	*1 : 1.3	М	10P-1035P	LOCAL12 NWS@10	:30	s350.00	08/20-08/20	1	1	1	\$350.00	
J		Sales Ren V3 Time (		3 TP CHG mment Changed								
Rating	*2 : 1.3	W	10P-1035P	LOCAL12 NWS@10	:30	\$350.00	08/22-08/22	1	1	1	\$350.00	
		Sales Ren V3 Time		3 TP CHG mment Changed								
Rating	*3 : 2.0	SA	10P-1035P	LOCAL12 NWS@10	:30	s350.00	08/18-08/18	1	1	1	\$350.00	
		Sales Res		3 TP CHG mment Changed								
Rating	*4 r: 1.5	SU	10P-1035P	LOCAL12 NWS@10	:30	s350.00	08/19-08/19	1	1	1	\$350.00	
		Sales Re		73 TP CHG omment Changed								

 Rep Order#
 9796738
 Ver#
 3
 Status
 Revised
 Traffic Order# 50326
 Printed:
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 Showing Buylines:
 All Rep & Sta Revised Lines

Advertiser ( ) POLITICAL ISSUE GROU Product RNC Estimate# 3037			Agency ( 815 SL ALEXA Agency C/P1/P2/J	Sales Office Salesperson	( )	) WASHINGTON ) ALEXANDRA BRADLEY							
Buyer Tracey Robinson Phone# Fax#				Flight Dates Hiatus Weeks	08/18/2012 - 08/24/2012			Salesperson Phone# Salesperson FAX#		202-955-5342 202-955-5348			
LT	Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*5	TU	1035P- 1105P	SEINFELD		:30	s200.00	08/21-08/21	1	1	1	\$200.00	
Rating	g: 0.8												
		Sales Rem	ark:	V3 TP CHG									
		V3 Time C	hanged,	Comment Changed									
	*6	тн	1035P- 1105P	SEINFELD		:30	s200.00	08/23-08/23	1	1	1	\$200.00	
Rating	g: 0.8												
		Sales Rem		V3 TP CHG									
		V3 Time C	hanged,	Comment Changed									
	<b>*</b> 7	F	1035P- 1105P	SEINFELD		:30	s200.00	08/24-08/24	1	1	1	\$200.00	
Rating	g: 0.8												
		Sales Rem	ark:	V3 TP CHG									

2 of 3

## ---REPORT TOTALS---

Report Totals: 7 / \$2,000.00

V3 Time Changed, Comment Changed

## ---SALES MONTHLY TOTALS---

Aug 12: 7 / \$2,000.00

Sales Totals: 7 / \$2,000.00

Station Totals: 7 / \$2,000.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$100,000 CABL 0 % EKRC 2% UNKN 0 % 0 % WBQC WCPC 24% WKRC 23% 36₺ 7 % WLWTWSTR 8 % WXIX

Books null Demos RA35+ 
 Rep Order#
 9796738
 Ver#
 3
 Status
 Revised
 Traffic Order# 50326
 Printed:
 08/17/2012 1:12 PM
 3 of 3

 EC'd
 Yes
 Last Received:
 08/17/2012 12:53 PM

Station EKRC-TV CINCINNATI, OH

Agency ( ) NATIONAL MEDIA RESEARCH PLANNING Rep Firm

Advertiser ( ) POLITICAL ISSUE GROU 815 SLATERS LANE Sales Office ( ) WASHINGTON
Product RNC ALEXANDRIA, VA 22314 Salesperson ( ) ALEXANDRA BRADLEY
Estimate# 3037 Agency C/P1/P2/E 20/445/3037

Buyer Tracey Robinson Flight Dates 08/18/2012 - 08/24/2012 Salesperson Phone# 202-955-5342
Phone# Hiatus Weeks Salesperson FAX# 202-955-5348
Fax#

 Rep Order#
 9796738
 Ver#
 2
 Status
 Returned
 Traffic Order# 50326
 Printed:
 08/17/2012 12:11 PM
 1 of 2

 EC'd
 Yes
 Last Received:
 08/17/2012 11:43 AM

Last Received: 08/17/2012 11:43 AM Showing Buylines: All Rep & Sta Revised Lines

Station EKRC-TV CINCINNATI, OH Agency ( ) NATIONAL MEDIA RESEARCH PLANNING Rep Firm

Advertiser( ) POLITICAL ISSUE GROU815 SLATERS LANESales Office ( ) WASHINGTONProductRNCALEXANDRIA, VA 22314Salesperson ( ) ALEXANDRA BRADLEY

 Product
 RNC
 ALEXANDRIA, VA 22314

 Estimate#
 3037
 Agency C/P1/P2/E
 20/445/3037

 Buyer
 Tracey Robinson
 Flight Dates
 08/18/2012 - 08/24/2012
 Salesperson Phone#
 202-955-5342

 Phone#
 Hiatus Weeks
 Salesperson FAX#
 202-955-5348

Phone# Hiatu Fax#

### --- CONTRACT COMMENT ---

#### --- REMARKS ---

pls see all lines on order. pls correct time specs news airs 10-1035p seinfeld airs 1035-1105p t/r  $\label{eq:lines} \begin{subarray}{ll} t/r & t/r &$ 

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
 Rating	*1	M	10P-1030F	COCAL12 NWS@10	:30	\$350.00	08/20-08/20	1	1	1	\$350.00	
Kacın	j. 1.J	Station	Remark: V	72 news airs 10-1035p pls change tp								
Rating	*2	W	10P-1030E	P LOCAL12 NWS@10	:30	s350.00	08/22-08/22	1	1	1	\$350.00	
Nacin	g. 1.5	Station	Remark: V	72 news airs 10-1035p pls change tp								
Ratin	*3 g: 2.0	SA	10P-1030F	P LOCAL12 NWS@10	:30	s350.00	08/18-08/18	1	1	1	\$350.00	
ra c arr	91 210	Station	Remark: V	72 news airs 10-1035p pls change tp								
Ratin	*4 g: 1.5	su	10P-1030F	P LOCAL12 NWS@10	:30	s350.00	08/19-08/19	1	1	1	\$350.00	
1.00	9. 1.0	Station	Remark: \	72 news airs 10-1035p pls change tp								
Ratin	*5 g: 0,8	TU	1030P-11F	P SEINFELD	:30	s200.00	08/21-08/21	1	1	1	\$200.00	
	J. 0,0	Station	Remark: \	/2 seinfeld airs 1035-1105p pls char	nge tp							

 Rep Order#
 9796738
 Ver#
 2
 Status
 Returned
 Traffic Order# 50326
 Printed:
 08/17/2012 12:11 PM
 2 of
 2

 EC'd
 Yes
 Last Received:
 08/17/2012 11:43 AM

Showing Buylines: All Rep & Sta Revised Lines

) WASHINGTON

) ALEXANDRA BRADLEY

StationEKRC-TV CINCINNATI, OHAgency( ) NATIONAL MEDIA RESEARCH PLANNINGRep FirmAdvertiser( ) POLITICAL ISSUE GROU815 SLATERS LANESales Office (ProductRNCALEXANDRIA, VA 22314Salesperson (

Agency C/P1/P2/E 20/445/3037

Flight Dates 08/18/2012 - 08/24/2012

 Buyer
 Tracey Robinson
 Flight Dates
 08/18/2012 - 08/24/2012
 Salesperson Phone#
 202-955-5342

 Phone#
 Hiatus Weeks
 Salesperson FAX#
 202-955-5348

Fax# Spots/Week # of LT Time Program Len Rate Dates Total Total Cost Daypart Ln Day Weeks Spots \_\_\_\_ ----\_\_\_\_ \_\_\_\_ \_\_\_\_\_ \_\_\_\_\_ \_\_\_\_\_ 1 \*6 TH08/23-08/23 1 \$200.00 1030P-11P SEINFELD :30 S200.00 1

Rating: 0.8

Estimate#

3037

Station Remark: V2 seinfeld airs 1035-1105 pls change to

\*7 F 1030P-11P SEINFELD :30 \$200.00 08/24-08/24 1 1 1 1 \$200.00

Rating: 0.8

Station Remark: V2 seinfeld airs 1035-1105p pls change tp

#### ---REPORT TOTALS---

Report Totals: 7 / \$2,000.00

### ---SALES MONTHLY TOTALS---

Aug 12: 7 / \$2,000.00

Sales Totals: 7 / \$2,000.00 Station Totals: 7 / \$2,000.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

28 Market Totals \$100,000 CABL 0% EKRC UNKN 0 원 WBQC 0 용 WCPO 24% 7% WKRC 23% WLWT 36% WSTR WXIX 8 %

Books null Demos RA35+

1 of 2 Status New Traffic Order# **Printed:** 08/17/2012 11:16 AM Rep Order# 9796738 Ver# Last Received: 08/17/2012 9:45 AM EC'd No

**Showing Buylines:** All Lines

) NATIONAL MEDIA RESEARCH PLANNING Rep Firm EKRC-TV CINCINNATI, OH Agency Station 815 SLATERS LANE Sales Office (

) POLITICAL ISSUE GROU Advertiser ALEXANDRIA, VA 22314 Product RNC Agency C/P1/P2/E 20/445/3037 Estimate# 3037

Flight Dates 08/18/2012 - 08/24/2012 Salesperson Phone# 202-955-5342

) WASHINGTON

Salesperson (

) ALEXANDRA BRADLEY

Tracey Robinson Buyer 202-955-5348 Salesperson FAX# **Hiatus Weeks** Phone# Fax#

### --- CONTRACT COMMENT ---

217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

### --- REMARKS ---

NEW ORDER. PLS CHCK AND CNF, T&R

LT	Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
 Rating	1: 1.3	М	10P-1030P	LOCAL12 NWS@10	Pa	:30	s350.00	08/20-08/20	1	1	1	\$350.00	
Rating	2: 1.3	W	10P-1030P	LOCAL12 NWS@10	-	:30	\$350.00	08/22-08/22	1	1	1	\$350.00	
Rating	3 r: 2.0	SA	10P-1030F	LOCAL12 NWS@10	THE COMMANDE OF THE COMMAND OF THE C	:30	\$350.00	08/18-08/18	1	1	1	\$350.00	
Rating	4 f: 1.5	SU	10P-1030F	LOCAL12 NWS@10	magana ang	:30	s350.00	08/19-08/19	1	1	1	\$350.00	
Ratino	5 ;: 0.8	TU	1030P-11E	SEINFELD	P1	:30	s200.00	08/21-08/21	1	1	1	\$200.00	
Rating	6 j: 0.8	TH	1030P-11E	P SEINFELD	Phonosale College process (Consequence)	:30	s200.00	08/23-08/23	1	1	1	\$200.00	
Rating	7 g: 0.8	F	1030P-11I	P SEINFELD	empropasions.	:30	s200.00	08/24-08/24	1	1	1	\$200.00	

2 of 2 Printed: 08/17/2012 11:16 AM Traffic Order# Status New Rep Order# 9796738 Ver# 1 Last Received: 08/17/2012 9:45 AM EĈ'd No **Showing Buylines:** All Lines ) NATIONAL MEDIA RESEARCH PLANNING Rep Firm Agency ( Station EKRC-TV CINCINNATI, OH Sales Office ( ) WASHINGTON 815 SLATERS LANE ) POLITICAL ISSUE GROU Advertiser Salesperson ( ) ALEXANDRA BRADLEY ALEXANDRIA, VA 22314 Product RNC Agency C/P1/P2/E 20/445/3037 3037 Estimate# Salesperson Phone# 202-955-5342 Flight Dates 08/18/2012 - 08/24/2012 Buyer Tracey Robinson Salesperson FAX# 202-955-5348 Hiatus Weeks Phone# Fax# ---REPORT TOTALS---Report Totals: 7 / \$2,000.00 --- SALES MONTHLY TOTALS---Aug 12: 7 / \$2,000.00 Sales Totals: 7 / \$2,000.00 Station Totals: 7 / \$2,000.00 Lines not sent/rcld/rtrn: 0 / \$0.00 ---COMPETITIVE---0 ₹ WCPO 24% 0 % WBQC 2% UNKN 0% EKRC Market Totals \$100,000 CABL 7% 8 % WXIX 23% WLWT 36% WSTR WKRC

Books null Demos RA35+

# **Spot Manager: All, 08/18/12-08/24/12**



	leekday Air Time Ler	ngth	Rate Ad-IE	Inv. Code (Booked)	Time Period	Order Product D	escriptionEstimate	# Priority	Spot# AE
rtiser: Republican Natior	nal Committee								
Agency: National Media T	eam								
Station: EKRC-TV									
Order: 50326									
Line: 1					40 4005	D110	0007	D 0	4 8 40 4
08/20/12	Monday 0:07:56 PM	:30	\$350.00	M-Su 10p Local 12 News	10p-1035p	RNC	3037	P-2	1 MV
		L	\$350.00					L	1
Line: 2	Wednesday	:30	\$350.00	M-Su 10p Local 12 News	10n-1035n	RNC	3037	P-2	1 MV
00/22/12	rveuriesuay	.50	\$350.00	W-ou top Local 12 News	10p-1000p	1110	0007	Ι -	1
Line: 3		L	φοσοίσο						
08/18/12	Saturday 0:14:22 PM	:30	\$350.00	M-Su 10p Local 12 News	10p-1035p	RNC	3037	P-2	1 MV
	•		\$350.00						1
Line: 4		······································					4007		
08/19/12	Sunday 0:34:21 PM	:30	\$350.00	M-Su 10p Local 12 News	10p-1035p	RNC	3037	P-2	1 MV
			\$350.00						1
Line: 5									
08/21/12	Tuesday	:30	\$200.00	M-F 1035p-1105p	1035p-1105p	RNC	3037	P-1	1 M\
			\$200.00					L	1
Line: 6	Tl	-00	£000.00	M E 400En 440En	1025- 1105-	DNC	2027	P-1	1 M\
08/23/12	Thursday	:30	\$200.00 <b>\$200.00</b>	M-F 1035p-1105p	1035p-1105p	RNC	3037	P-1	1
Line: 7		L	Φ200.00					L	- 1
08/24/12	Friday	:30	\$200.00	M-F 1035p-1105p	1035p-1105p	RNC	3037	P-1	1 M'
00/24/12	Thady	.00	\$200.00	тт тосор ттоор	1000р 1100р	14.15			1
		F	\$2,000.00					Ī	7
		F	\$2,000.00					Ī	7
			\$2,000.00					Ĭ	7
		F	\$2,000.00					Ī	7
			\$2,000.00					Ī	7

[Filtered by: ] [Sorted by: Station]